



**Press Release
For Immediate Release**

Women in Business New Brunswick and CCNB join the W-Power project

BATHURST, August 11th, 2020 – Women in Business New Brunswick (WBNB) and the Collège communautaire du Nouveau-Brunswick (CCNB) are officially joining the W-Power International Project, which brings together organizations of women entrepreneurs and educational institutions from sparsely populated Northern European countries and regions (Finland, Sweden, Iceland, Ireland and Scotland).

The project, led by the Karelia University of Applied Sciences in Joensuu, Finland, recognizes that entrepreneurial potential and female creativity are under-utilized sources of economic growth and should be developed.

Its objectives are to promote female entrepreneurship, share best practices, build bridges between women in business facing similar challenges, develop and share tools, and compare models to help women entrepreneurs start and grow their business.

"Whether it is the exodus of young people, an aging population, the migration of the population to major centres or the shortage of labour, women entrepreneurs in our province face the same challenges as those found in the Arctic periphery, said WBNB Director Katherine Lanteigne. We have already completed five pairings in the tourism, fashion and textile, jewelry and cosmetics sectors. It's a very promising partnership!"

Chavah Lindsay, owner of *Chavah Lindsay*, is an entrepreneur in the fashion industry from Grand Bay-Westfield (a town located about 25 kilometers from Saint John) and is part of this adventure.

"I am very pleased to be part of this mentoring project. The fashion and textile industry is a small economic sector in New Brunswick. Being part of this program is a great opportunity to share best practices with a female entrepreneur from the same sector who also lives in a rural area. Because we operate in different markets, we can openly collaborate to grow our respective businesses," explained Mrs. Lindsay.

In the scope of the project businesswomen from the province will also be paired with CCNB – Bathurst Campus students, who will try to support and help them.

"Our students will be able to work on concrete projects in an educational setting. They will be able to develop knowledge, while using their creativity and expertise to contribute to the success of local businesses. We are proud to be part of this adventure. The CCNB is known for its hands-on training and this practical experience is a good example," said Yvette Bérubé, business instructor at the CCNB-Bathurst Campus.

Other highlights of the project include creating an innovation platform, promoting the products and services of New Brunswick businesses in Europe and a better understanding of the barriers that are holding back women entrepreneurs in rural areas.

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